



Investor Day

June 2015

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Timetable for today



TOPIC	PRESENTER	TITLE
Introduction and Company Overview	Ken Carr	CEO
Strategic Update	Ken Carr	CEO
Key Growth Initiatives <ul style="list-style-type: none">• Expansion into Victorian market• Flexi-NET acquisition• Redcape rollout	Peter Walford	COO
Key Products Demonstration		
<ul style="list-style-type: none">• CARD IT• TRACE• Picture in Picture• Engage	Nicole Thomas	Group Marketing Manager
<ul style="list-style-type: none">• Astute BI	Ken Carr	CEO
Summary and Closing Comments	Ken Carr	CEO

1. Company Profile

VISION

To provide innovative customer engagement solutions today, for tomorrow

MISSION

Through integrating smart technologies that create a unique value proposition to our expanding footprint of gaming venues, we will become the region's leader in customer engagement for entertainment venues.

Company Overview



ASX listed with
\$63m¹ market
capitalisation



Leading **gaming**
systems and **business**
intelligence provider



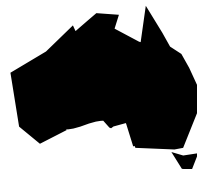
Head office
North Ryde,
NSW



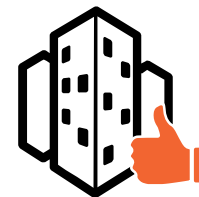
150 employees with a network
of **>69,500** gaming machines
(EGMs) across Australia & Asia



Commitment to
excellence, innovation and
superior client service



Local Australian
development



Extensive **Board and**
Management experience
in gaming

Company Overview



The Company

- ASX Listed ('EBT') leader in technology systems
- 16% revenue growth CAGR since FY11¹
- 52% of revenue is recurring
- Positive net cash position
- Consistent growth in EPS and dividend
- Strong positions in chosen sectors & markets
- Commercial agreements with over 900 customers, operating 69,000 gaming machines in Australia, and across Asia
- Commitment to excellence, continual innovation and superior client service

Board and Management

BOARD

Chairman: Paul Oneile

Deputy Chairman & Executive Director: Tony Toohey

MANAGEMENT

CEO & MD: Ken Carr

CFO: Robert Fredericks

COO: Peter Walford

GM Odyssey: Mark Anderson

GM Astute BI: Mark Allen

Group HR & WHS: Kathy Nolan

Group Marketing Manager: Nicole Thomas

Share Register

	Shares	Percentage
Perpetual Investments	2,497,013	14.4%
Colonial First State	1,896,093	10.8%
Perennial Investment Partners	1,714,726	10.2%
Microequities	1,348,406	7.7%
Gaiforce Marketing	947,439	5.4%

eBet Limited

ASX: EBT - 11 Jun 3:40 PM AEST

3.58 ↑0.00 (0.00%)

1 day 5 day 1 month 3 months 1 year 5 years max



Open	-	Market cap	63.08M
High	-	P/E ratio (ttm)	11.32
Low	-	Dividend yield	1.54%

Shares on issue 15.3m

52 week high - \$4.22, 52 week low - \$3.10

Investor Day – June 2015

Why invest?



Annual EGM Gaming Market
spend of
\$10.8 BILLION
p.a.¹

Equates to **52%** of total
gambling market spend¹

Annual EGM spend
per capita CAGR²

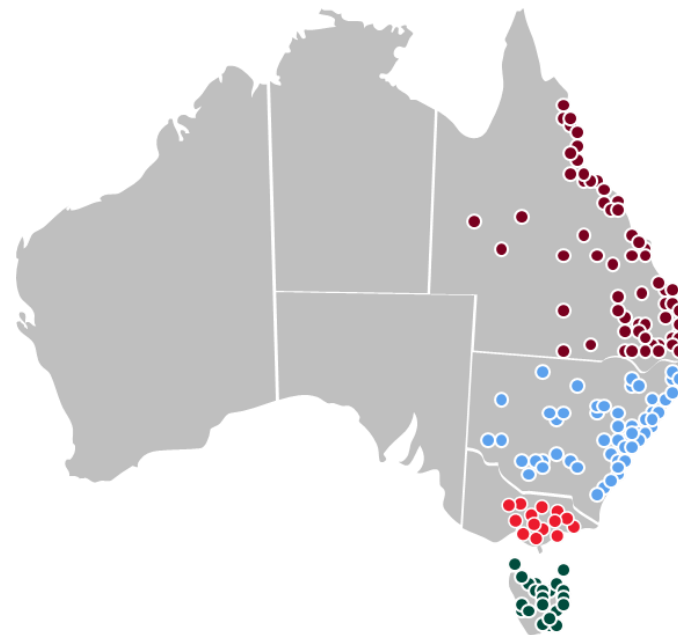
- NSW: 2.5%
- Queensland: 2.2%

¹ 2013 market spend, Australia Gambling Market – A Review, Aspire Wealth Management

² CAGR for period covering 2009-2013, Australia Gambling Market – A Review, Aspire Wealth Management

- Unrivalled national footprint with network of over 69,500 EGMs
 - #1 NSW by market share
 - Queensland market share 20% of EGMs
 - Success in entering Victorian market

Jurisdiction	Venues	EGMs
New South Wales	564	41,939
Queensland ¹	353	16,798
Victoria	103	5,353
Tasmania	167	3,526
International	17	1,958
Total Network	1,203	69,500+



¹ EGMs connected in QLD are CMS + in venue gaming systems combined

Strong portfolio of value-added solutions



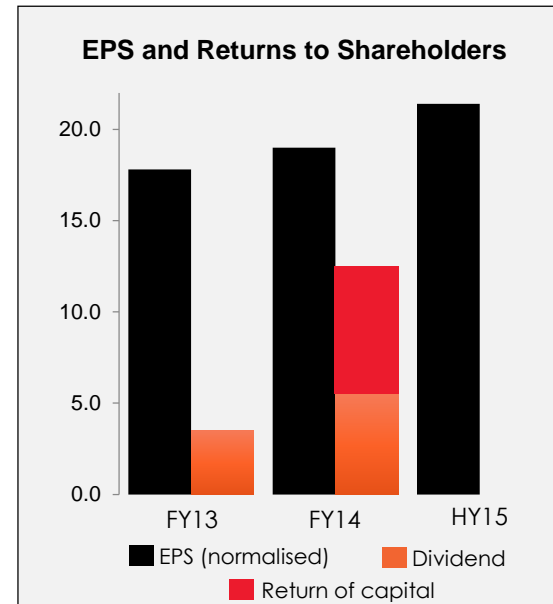
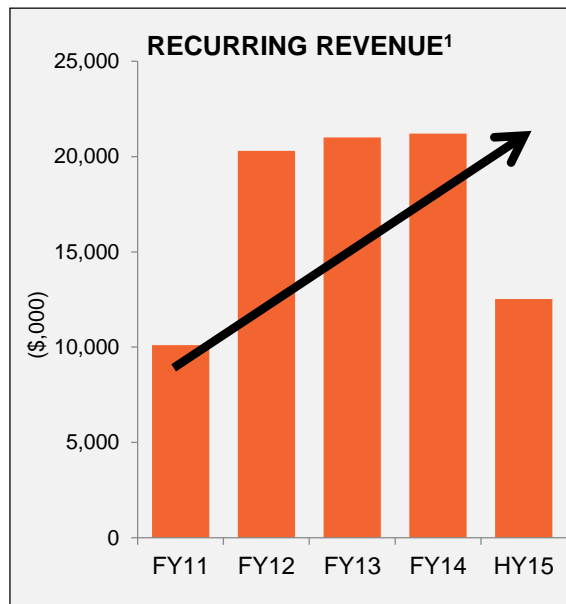
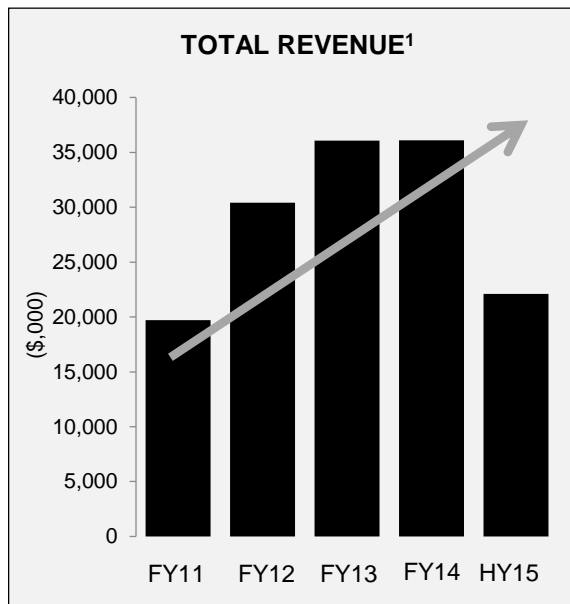
- Metropolis – the leading-edge gaming technology platform
- Flexible suite of innovative value-enhancing solutions



- Focus on integrated solutions that generate recurring revenues



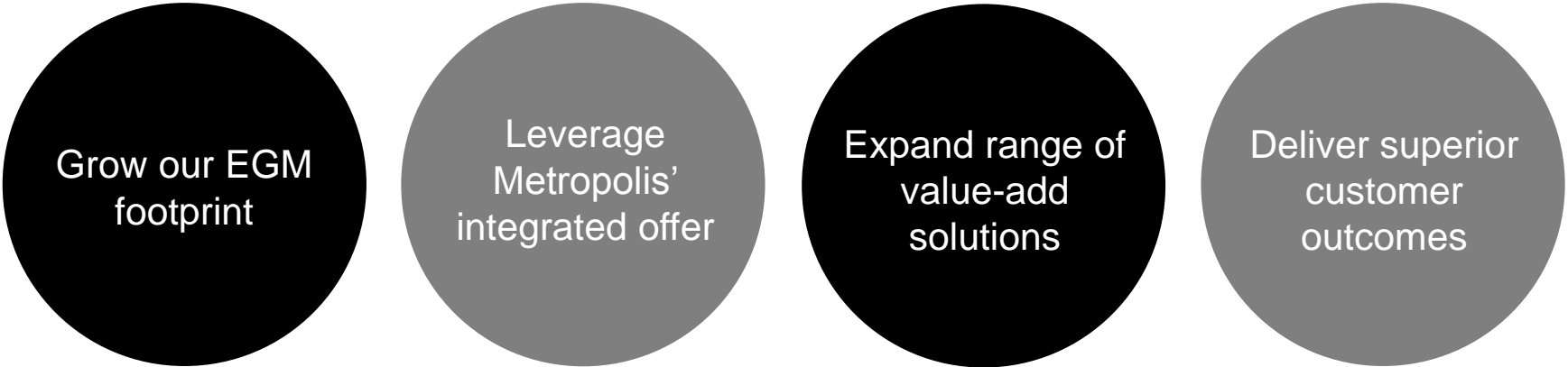
Continued growth momentum



¹ Revenue restated to reflect existing operations (excludes revenue from divested and discontinued business)

2. Strategy

Leverage our core capabilities to grow recurring revenue and deliver superior outcomes for customers and shareholders



Grow our EGM
footprint

Leverage
Metropolis'
integrated offer

Expand range of
value-add
solutions

Deliver superior
customer
outcomes

- Grow market share in core markets of NSW, Queensland and Victoria, through:
 - Targeted customer acquisition strategy
 - Proactive customer retention program
 - Focussed expansion into hotels market (eg Redcape Hotel Group)
 - Victoria: rollout progressing to contracted customers covering over 5,300 EGMs
- Considering opportunities in other Australian jurisdictions
- Asia and Beyond:
 - Targeting growth in existing markets – Vietnam, Philippines, India and Noumea
 - Investigating potential opportunities in Cambodia, Laos and Singapore
 - Evaluating other markets globally

- Leverage Metropolis' leading-edge technology
- Extensive range of integrated gaming solutions
 - CARD IT, Engage, TRACE and TIKIT
- Driving increased penetration of Metropolis
 - Consolidate systems to integrate to Metropolis offering
- Commitment to ensure Metropolis remains 'best-in-breed' solution
- Evergreen Policy: Metropolis will always provide integration with future products. Provides customers with:
 - Certainty around investment spend
 - Ability to benefit from latest technology enhancements
 - Superior customer support
 - Committed to being first-to-market with any future legislative changes
- All future offerings will require Metropolis as a foundation

	June 2014	May 2015
EGMs installed with Metropolis	27704	33581

- Expand offering with products that generate recurring revenues
 - Eg. CARD IT, TRACE and Astute BI
- Develop partnerships to extend product lines (eg Picture-in-Picture)
- Increase CRT into hotels and clubs in QLD market
- Creating product testing Centre of Excellence to deliver 'best-in-class' products
- Voluntary pre-commitment solution ready for rollout in Victoria when required by regulator

- Continue to achieve superior customer service levels through:
 - Fostering Achievement program to leverage internal knowledge
 - New best-in-class CRM system
 - Improve resource productivity
- Create product testing Centre of Excellence to deliver:
 - First-to-market capability for future offerings
 - Superior quality and efficiency
 - Growth initiative to enter new jurisdictions rapidly
- Ongoing program to enhance processes and systems
 - New financial systems in FY16 to improve efficiency
 - Extend CRM to improve integration and business scalability

3. Key Growth Initiatives

Growth in the last 6 months



Existing eBET/Odyssey Venues

69,000+ EGMs

Victoria

3492 EGMs

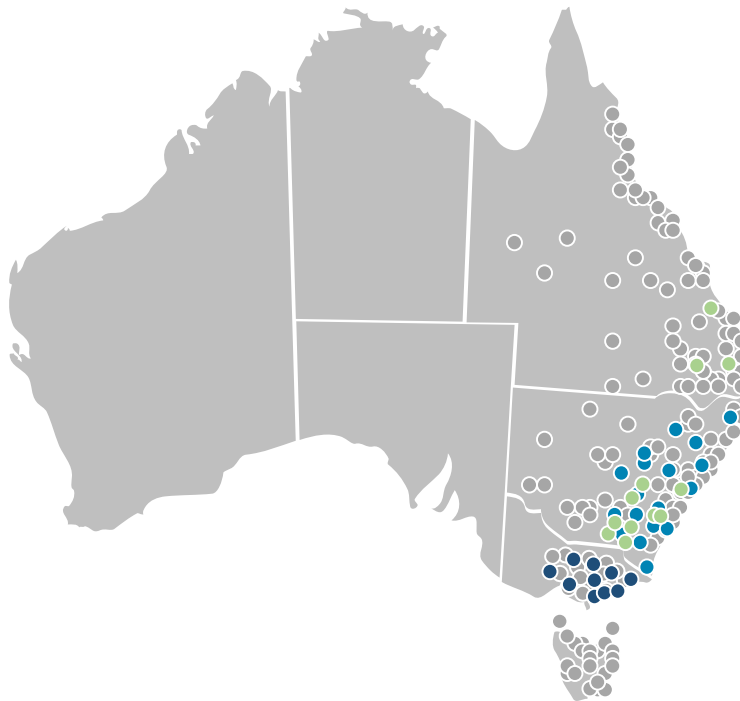
Flexinet

8,100 EGMs

flexinet

Redcape

719 EGMs

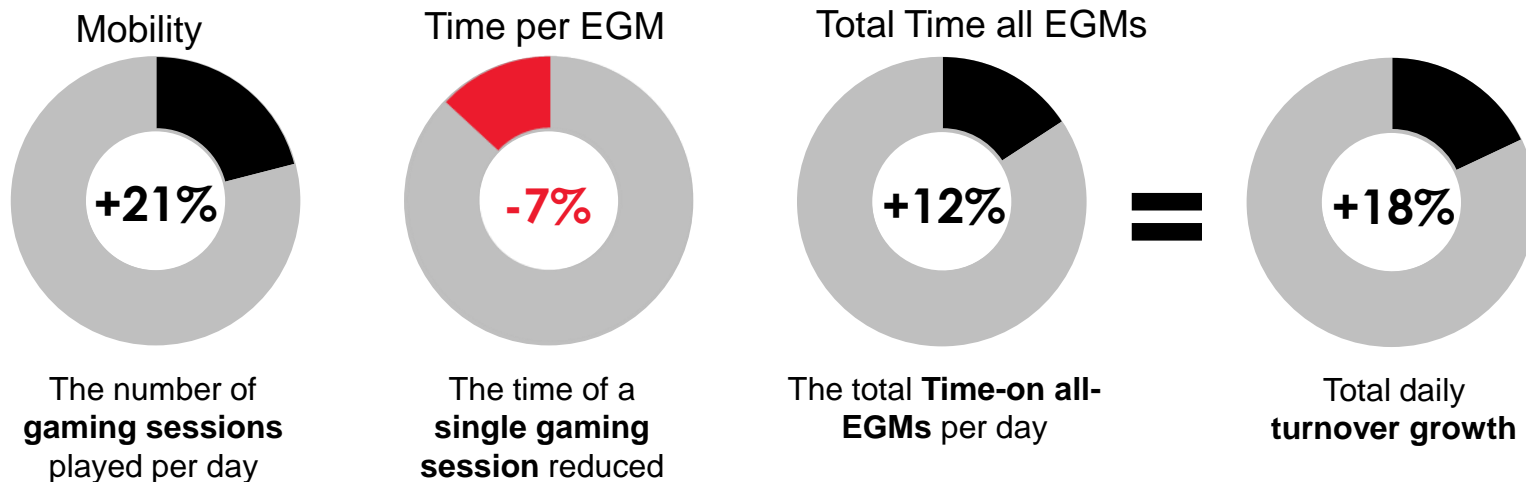


Delivering large scale projects ***on time and on budget***

- Targeting growth in footprint
 - Target larger hotel groups
 - Targeting larger venues
 - Upgrade current legacy gaming system customers for further integration into other value added solutions
 - Further penetration into Metropolis customer base with value added solutions including Astute

4. Product Demonstration

After the introduction of CARD IT, the benefit it provides players becomes clear through studies of carded play and associated behaviour changes.



Card IT achieves a higher % than TITO when compared to an installation without Card IT or TITO

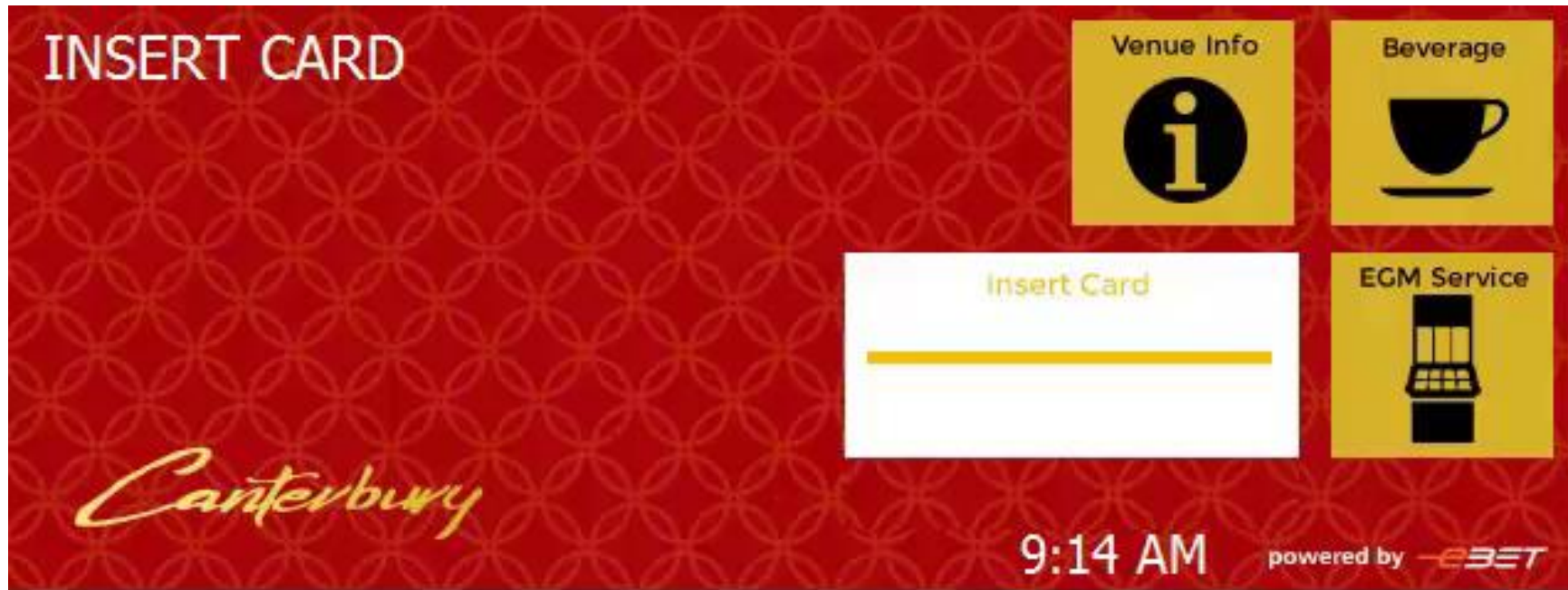
Installation type	Re investment %	Installation Size			Total
		<100	100-200	>200	
CARD IT	Transactions	58%	70%	82%	74%
	Dollars	45%	52%	60%	54%
TITO	Transactions	44%	37%	36%	37%
	Dollars	20%	16%	17%	17%

Ref: Based on a case study of CARD IT venues

Video can be found at:
http://www.ebetgroup.com/media/Card_IT.mp4

Video can be found at:
<http://www.ebetgroup.com/media/TRACE.MP4>

Video can be found at:
<http://www.ebetgroup.com/media/PIP.MP4>



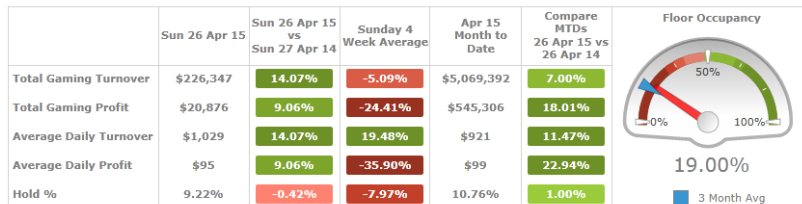
- User friendly reports detailing:
 - Gaming Performance
 - Member Performance
 - POS
- Access to Benchmarking and Market Rankings
- Integrated with Gaming System & POS System

How Astute works



My Venue - Sunday 26 April 15

Mon Tue Wed Thu Fri Sat Sun Custom



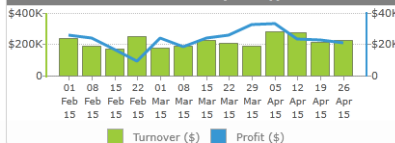
What Are My Top 5 EGMs By Turnover

Floor	Game	Turnover	Profit	Exp Prof.	Hold %
173	IDOL RICHES CASH	\$17,696	\$139	\$1,864	0.8%
89	MOON RACE LIGHT	\$8,342	\$1,754	\$746	21.0%
183	SAPPHIRE EYES	\$7,810	-\$1,530	\$852	-19.6%
188	ENCHANTRESS	\$6,867	\$1,091	\$1,135	15.9%
22	MOON FIRE JACKPC	\$5,573	\$313	\$616	5.6%

What Are My Bottom 5 EGMs By Turnover

Floor	Game	Turnover	Profit	Exp Profit	Hold %
30	HEAVYWEIGHT CHA	\$0	\$0	\$0	
74	INDIAN DREAMING	\$0	\$0	\$0	
90	SAHARA GOLD LIGHT	\$0	\$0	\$0	
28	GODDESS OF GOLD	\$1	\$1	\$0	111.1%
41	JETSETTER WAIKIK	\$6	\$0	\$1	0.0%

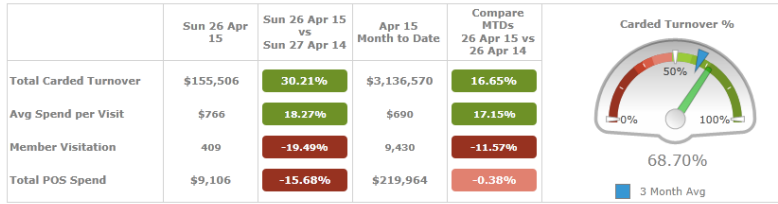
Total Turnover and Profit Trend (Sunday)



Total Daily Profit vs Expected Profit



Membership Summary - Sunday 26 April 15



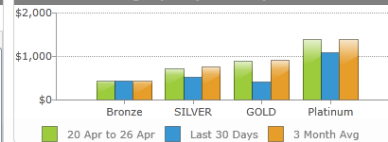
Who Are My Top 20 Members By EGM Turnover?

Sun 26 Apr 15 20 Apr to 26 Apr

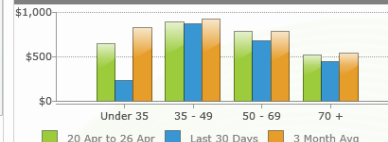
Name	Tier	Visits	POS Spend	Theo Value	Club Hold	EGM Turnover
Erika Mustx	Platinum	1	\$45	\$1,706	-\$1,834	\$17,633
Erika Mustx	Platinum	1	\$93	\$1,543	\$137	\$14,595
Erika Mustx	Platinum	1	\$21	\$1,068	-\$349	\$7,362
Joe Blogs	Platinum	1	\$42	\$565	\$82	\$5,519
Joe Blogs	Bronze	1	\$9	\$453	\$824	\$5,245
Erika Mustx	Platinum	1		\$351	-\$1,605	\$3,827
Erika Mustx	Platinum	1		\$371	-\$529	\$3,681
Joe Blogs	Bronze	1	\$9	\$280	-\$1,204	\$2,922
Joe Blogs	Platinum	1	\$16	\$281	\$81	\$2,885

Filter by Tier: (All)

What is the Average Spend per Visit By Tier?



What is the Average Spend per Visit By Age Group?



Indicates that further analysis is available by clicking on the data item.

Daily reports to your inbox every day

EGM Ranking

Last 7 Days This Month Last Month Custom

Mon 20 Apr to Sun 26 Apr

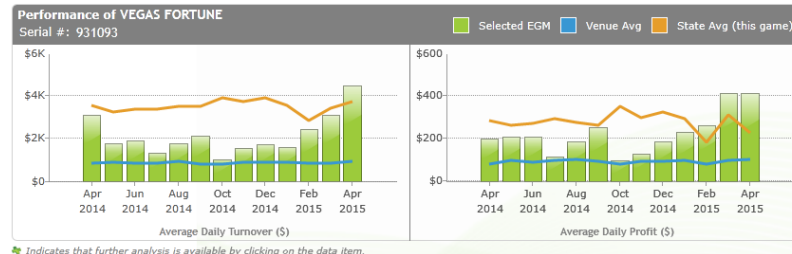
How Are My Individual EGMs Performing? Click on an EGM in the list below for further analysis.

Filter by: Manufacturer: Denomination: Device Group:

Drop a column header here to group by that column.

Floor	Game Name	Denom	Exp Net %	Act Net %	ADT	ADP	Turnover	Profit	Exp Profit	Strokes	Avg Bet	Occ %	Active Days	Status
49	HIGH STAKES L	0.01	8.05%	5.97%	\$6,315	\$377	\$44,208	\$2,638	\$3,954	40,206	\$1.10	80%	7	
50	MAGIC PEARL L	0.01	8.05%	11.13%	\$4,607	\$513	\$32,250	\$3,591	\$2,885	32,021	\$1.01	64%	7	
173	IDOL RICHES C	0.01	9.48%	3.24%	\$4,166	\$135	\$29,161	\$945	\$3,072	12,867	\$2.27	26%	7	
89	MOON RACE LI	0.01	8.05%	-25.71*	\$3,984	-\$1,024	\$27,889	-\$7,169	\$2,495	30,952	\$0.90	61%	7	
56	VEGAS FORTUNE	0.02	8.47%	14.49%	\$3,629	\$526	\$25,403	\$3,681	\$2,391	19,468	\$1.30	39%	7	
183	SAPPHIRE EYES	0.05	9.82%	-6.45%	\$3,600	-\$232	\$25,200	-\$1,626	\$2,750	14,972	\$1.68	30%	7	

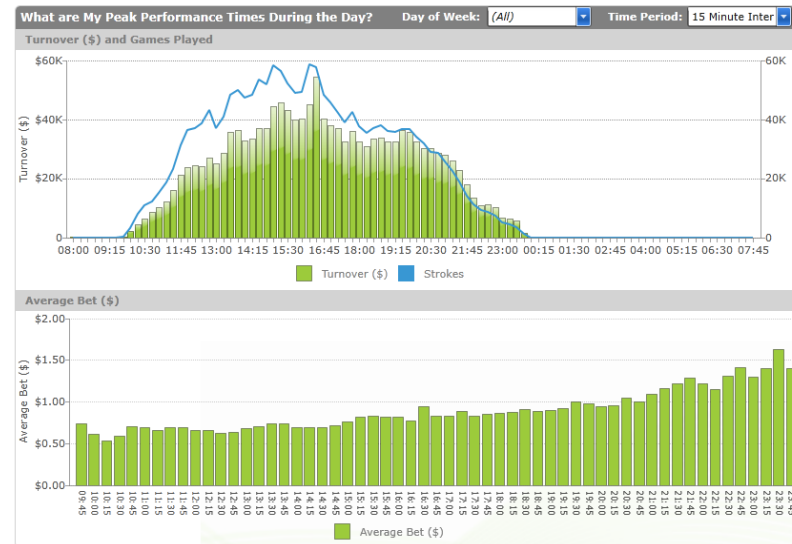
☐ EGM Removed
 ☒ New Installation
 ☐ EGM Changed



Floor Performance by Time of Day

Last 7 Days This Month Last Month Custom

Mon 20 Apr to Sun 26 Apr



Gaming Analysis and Trends

Member Analysis



Member Ranking

Last 7 Days This Month Last Month Custom
Mon 20 Apr to Sun 26 Apr

Who Are My Top Ranked Members By Gaming Turnover?

Filter By: Age:

(All)

Tier:

(All)

Member Group:

(All)

Rank	Name	Gaming				POS		Points		Visits
		Total Turnover	Avg Play per Visit	Theo. Value	Venue Hold	Total Spend	Avg Spend	Net	Balance	
1	Erika Mus	\$28,586	\$7,146	\$3,000	~173	\$101	\$25	-1,742	10,628	4
2	Erika Mus	\$17,633	\$17,633	\$1,706	~1,834	\$45	\$45	-2,722	2,965	1
3	Erika Mus	\$14,595	\$7,297	\$1,543	\$137	\$93	\$93	-4,661	24,405	2
4	Erika Mus	\$14,331	\$2,389	\$1,351	~69	\$66	\$13	-17,34	9,138	6
5	Erika Mus	\$13,001	\$6,500	\$1,047	\$162			2,401	8,952	2
6	Joe Blogs	\$12,590	\$6,295	\$1,088	~274	\$10	\$5	2,800	4,294	2
7	Erika Mus	\$11,867	\$5,933	\$1,288	~1,280	\$103	\$51	-4,122	211	2

CARDIT Member

Erika Mustermann (2658)

Loyalty Tier

Platinum

Suburb

Suburb 7

Gender

Female

Age

91

Monthly Trends (up to 12 months)

Total Turnover

Avg Play / Visit

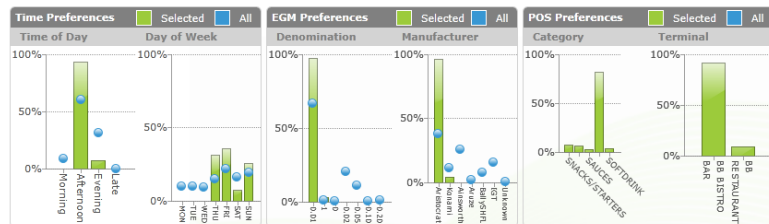
Total POS Spend

Avg POS / Visit

Visitation

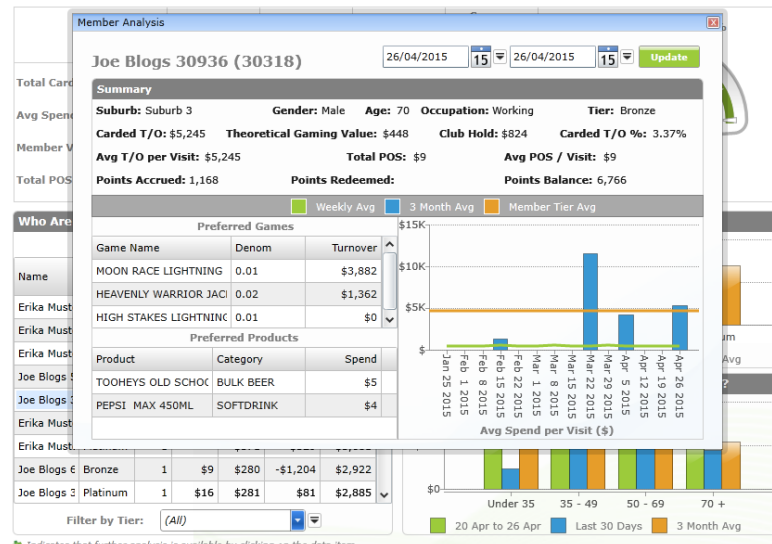
+ View Preferences

+ View All Trends



Indicates that further analysis is available by clicking on the data item.

Membership Summary - Sunday 26 April 15



Indicates that further analysis is available by clicking on the data item.

Member Analysis and Trends

Product Preferences

Filter by Tier: (All)

Last 7 Days This Month Last Month Custom

Mon 20 Apr to Sun 26 Apr

How Are My Products Performing?

Category: (All)

Drop a column header here to group by that column.

Category	Product	Sales	Gross Profit	Quantity	Assoc. Gaming Spend
ALL SITES - FOOD	MEDIUM RARE	\$0	\$0	79	\$6,884
MAINS	CHICKEN SNITZEL	\$1,155	\$1,155	76	\$18,714
SPECIALS	L BATT FLATHEAD	\$945	\$945	73	\$11,987
ALL SITES - FOOD	PEPPER SAUCE	\$0	\$0	73	\$20,281
SPIRITS	BUNDY RUM NIP	\$338	\$247	72	\$9,362
SPECIALS	L 150GR SIRLOIN	\$842	\$842	65	\$4,683
BULKY BEER	COGNAC 150 L	\$266	\$234	60	\$13,633

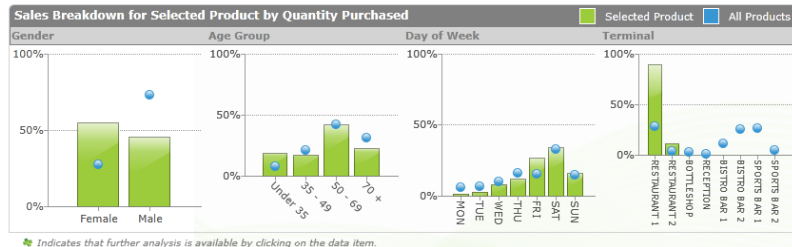
Selected Product: CHICKEN SNITZEL

Sales Trend (\$)

Sales by Tier

Tier	Sales	Profit	Qty
Bronze	\$1,110	\$1,110	73
SILVER	\$30	\$30	2
Platinum	\$15	\$15	1

+ View Member Activity

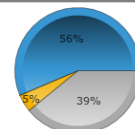


CARDIT Summary

Last 7 Days This Month Last Month Custom

Mon 20 Apr to Sun 26 Apr

What is My CARDIT Performance?

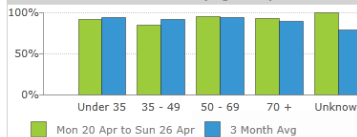


Turnover Breakdown
+ View Trend

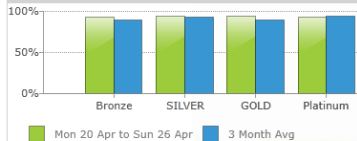
Total CARDIT Member (Blue) Turnover	\$756,292 (56.4%)
Total CARDIT Anonymous (Red) Turnover	\$0 (0%)
Carded Turnover Excluding CARDIT	\$60,688 (4.5%)
Non Carded Turnover	\$524,654 (39.1%)
Total Turnover	\$1,341,634 (100%)

What is My CARDIT Usage?

CARDIT % of Carded Turnover by Age Group



CARDIT % of Carded Turnover by Member Tier

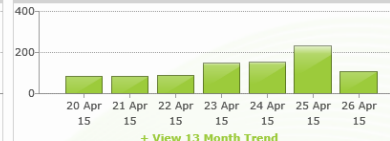


Have My Members Engaged CARDIT?

Top 20 Members by CARDIT Turnover

Name	Tier	Turnover
Erika Mustermann (2658)	Platinum	\$28,586
Erika Mustermann (33490)	Platinum	\$17,633
Erika Mustermann (19610)	Platinum	\$14,595
Erika Mustermann (19988)	Platinum	\$14,331
Erika Mustermann (43710)	Bronze	\$13,001

Cancelled Credits Trend



Integrated POS Analysis and CARD IT Performance

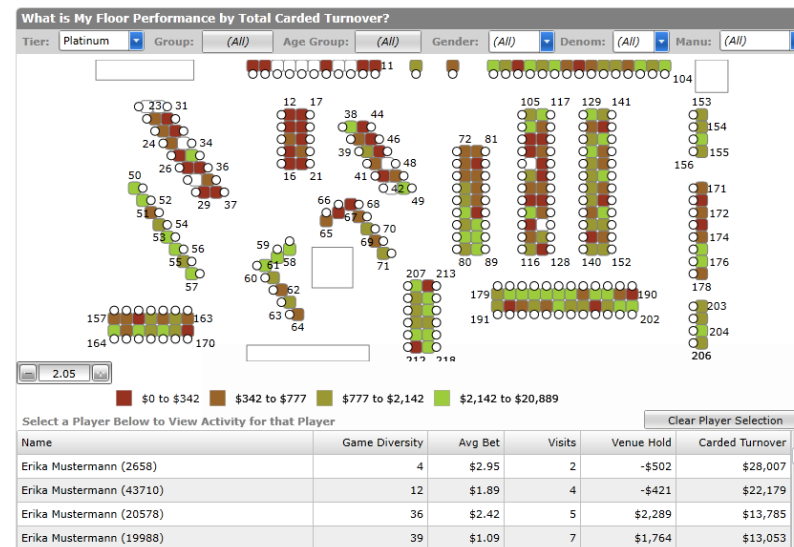
Floor Performance

Last 7 Days This Month Last Month Custom
Mon 01 Jun to Sun 07 Jun

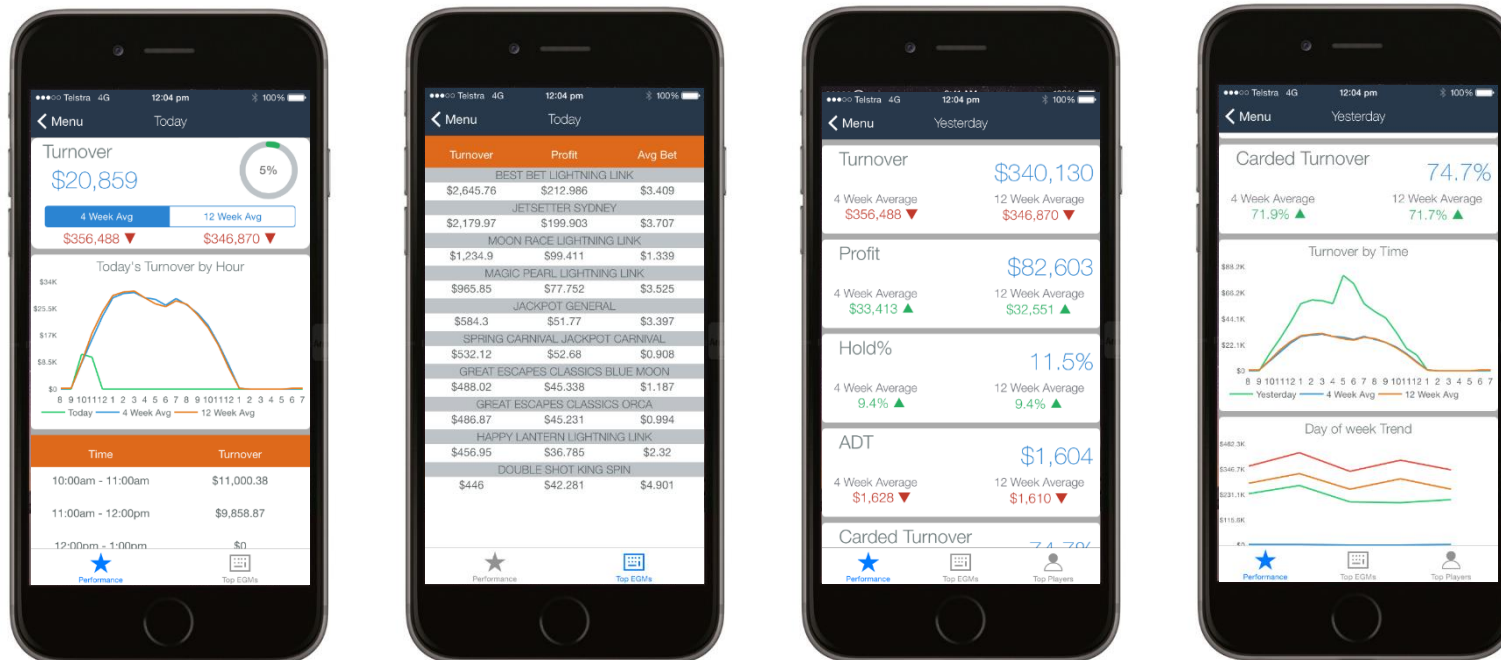


Floor Performance by Carded Play

Last 7 Days This Month Last Month Custom
Mon 01 Jun to Sun 07 Jun



Gaming and Member Visualised on the Floor



Astute Touch – Mobile Analytics

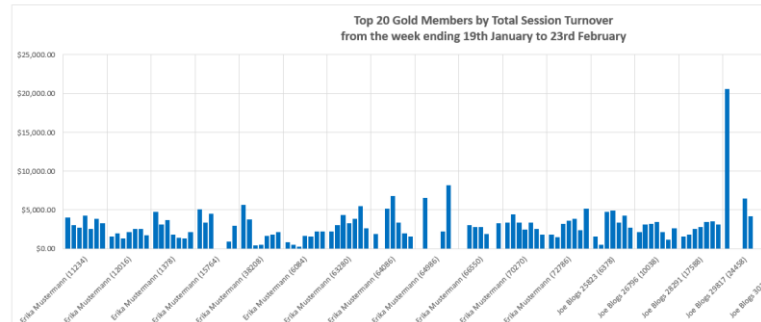
(February 2014)

Gold Members with Declining Average Play per Visit



(from week ending 19th January to 2nd March 2014)

This report identifies the top 20 Gold members by total session turnover in the 6 weeks from the week ending 19th January to 2nd March.



Investor Day – June 2015

<http://demo.astutebi.com.au>

<http://www.astutebi.com.au>

Phone: 1300 00 DATA

5. Summary and Guidance

- The leading provider of gaming systems in Australia
- Strong and expanding portfolio of value-added solutions
- Consistent revenue growth of 16% CAGR since FY11¹
- High level of recurring revenue – 52% of total revenue
- Strong pipeline of growth opportunities
- Strong net cash position
- FY15 Guidance for NPBT of \$5.5 million to \$5.8 million

Q&A

Thank You